

# ENTREPRENEURIAL CHURCH PLANTING

Starting a business while planting a church requires choosing a venture that provides flexibility, aligns with your skills, and offers opportunities to engage with the community. Here are 13 business startup options that can complement your church planting efforts, followed by potential next steps for pursuing each option.

## 1. Coffee Shop or Café

- **Why it works:** A coffee shop can become a community hub where people gather, providing a natural environment for building relationships and engaging with the local community. It also allows for flexible hours and can host church-related events.
- **Considerations:** Requires initial investment, managing staff, and maintaining consistent quality and service.

## 2. Coworking Space

- **Why it works:** Coworking spaces are increasingly popular and create opportunities to meet professionals from various backgrounds. They can host workshops, networking events, and small group meetings, making them ideal for community building.
- **Considerations:** Requires suitable location and managing leases and memberships.

## 3. Event Planning and Coordination

- **Why it works:** This business allows for flexibility in scheduling and can easily align with church events like weddings, conferences, and community outreach programs. It's a great way to connect with the community and provide valuable services.
- **Considerations:** Requires strong organizational skills, networking, and the ability to manage multiple projects simultaneously.

## 4. Real Estate Services

- **Why it works:** Real estate offers a flexible schedule and numerous opportunities to meet and interact with people. As a realtor, you can work part-time while focusing on church planting and use your connections to invite people to church.
- **Considerations:** Requires a real estate license, knowledge of the market, and strong networking skills.

## 5. Freelance or Consulting Business

- **Why it works:** Freelancing or consulting in areas like marketing, web design, business strategy, or writing allows for a highly flexible schedule. This business can be scaled up or down depending on the demands of church planting.
- **Considerations:** Requires expertise in a specific field, self-discipline, and the ability to manage clients effectively.

## 6. Tutoring or Educational Services

- **Why it works:** Offering tutoring services or running an educational program provides flexible working hours and allows you to build relationships with families in the community. It also allows you to integrate values-based education if appropriate.
- **Considerations:** Requires teaching skills and the ability to market your services effectively.

## 7. Home Services (e.g., Handyman, Landscaping, Cleaning)

- **Why it works:** Home services are always in demand, offering flexible scheduling and the ability to build a local client base. These services often lead to opportunities to connect with homeowners and discuss life, values, and faith.
- **Considerations:** Requires skills in the specific service offered, good customer service, and effective time management.

## 8. Retail Business (Online or Local)

- **Why it works:** Retail businesses, particularly niche markets, can be operated online, offering flexibility and the potential for significant reach. A local retail store can also become a community gathering place, fostering connections.
- **Considerations:** Requires understanding of inventory management, marketing, and customer service.

## 9. Health and Wellness Coaching

- **Why it works:** This business can be operated part-time and can be done virtually or in person. It allows you to build deep relationships with clients and can include elements of spiritual and emotional well-being, aligning with ministry goals.
- **Considerations:** Requires certifications, building a client base, and continuous learning.

## 10. Nonprofit Organization

- **Why it works:** Starting a nonprofit aligned with your church's mission (e.g., food bank, youth outreach, counseling services) can complement your ministry efforts directly.
- **Considerations:** Requires understanding of nonprofit management, fundraising, and grant writing.

## 11. Artisan Crafts or Handmade Goods

- **Why it works:** Selling handmade goods or crafts, either online or at local markets, offers creative expression and flexible hours. This business can also be a way to engage with the community through craft fairs and local markets.
- **Considerations:** Requires craft skills, marketing, and an understanding of the market for handmade goods.

## 12. Fitness Trainer or Yoga Instructor

- **Why it works:** Running a fitness or yoga business allows you to build a community centered on health and well-being, which can naturally transition into deeper conversations and relationships. Classes can be scheduled around church activities.
- **Considerations:** Requires certifications, ongoing training, and effective marketing to build a client base.

## 13. Mobile Food Truck

- **Why it works:** A food truck offers mobility, allowing you to engage with different parts of the community. It can also serve as a platform for outreach by providing food at church events or in underserved areas.
- **Considerations:** Requires culinary skills, licensing, and an understanding of local regulations.

## NEXT STEPS

When choosing a business to start alongside church planting, it's crucial to consider how it will integrate with your ministry goals, allow for flexible scheduling, and provide opportunities to engage with the community. Each of these options has the potential to support both your livelihood and your mission in planting a church. Here are the next steps for each of the 13 business ideas mentioned above.

### Coffee Shop or Café

- 1. Market Research:** Study local coffee shops and identify gaps in the market. Determine the target demographic and location.
- 2. Business Plan:** Develop a comprehensive business plan, including startup costs, menu, pricing, and marketing strategies.
- 3. Licensing and Permits:** Obtain necessary permits, health inspections, and business licenses to operate a food and beverage establishment.
- 4. Find a Location:** Secure a suitable location that is accessible to your target audience and has potential for high foot traffic.
- 5. Design and Branding:** Create a welcoming atmosphere with a unique brand identity that aligns with your church planting mission.
- 6. Staffing:** Hire and train staff who share your values and understand the vision of both the business and the church.
- 7. Marketing:** Launch a marketing campaign to promote the café and its connection to the community.
- 8. Soft Opening:** Conduct a soft opening to gather feedback and make any necessary adjustments before the grand opening.

### Coworking Space

- 1. Market Analysis:** Research the demand for coworking spaces in your area and identify potential competitors.
- 2. Business Plan:** Create a detailed business plan outlining membership models, pricing, and community-building initiatives.
- 3. Location Scouting:** Find a location with the right mix of accessibility, space, and amenities to attract freelancers and small businesses.
- 4. Design and Setup:** Plan the layout, design, and amenities (e.g., Wi-Fi, meeting rooms, kitchen area) that will appeal to potential members.
- 5. Legal and Permits:** Ensure you have the necessary zoning, permits, and legal structure in place for the coworking space.
- 6. Community Engagement:** Start building a community even before the space opens by hosting events, workshops, and networking sessions.
- 7. Membership Drive:** Promote early membership sign-ups with discounts or special offers to secure an initial client base.
- 8. Launch Event:** Host a launch event to introduce the coworking space to the community and start building relationships.

### Event Planning and Coordination

- 1. Skills Development:** Take courses or gain certifications in event planning and management to enhance your skills.
- 2. Portfolio Creation:** Build a portfolio by planning small events (e.g., church events, weddings) to showcase your expertise.
- 3. Business Structure:** Register your business, obtain necessary licenses, and establish contracts for services.

- 4. Vendor Relationships:** Develop relationships with local vendors, venues, and service providers to offer a range of options to clients.
- 5. Marketing and Networking:** Create a website and social media presence to market your services. Attend networking events to meet potential clients.
- 6. Pricing Strategy:** Develop a clear pricing structure for your services, including packages for different types of events.
- 7. Client Acquisition:** Start with smaller events, gathering testimonials and referrals to build your reputation.
- 8. Scale Up:** Gradually take on larger events as your business grows and consider hiring additional staff or subcontractors as needed.

## Real Estate Services

- 1. Licensing:** Obtain the necessary real estate license in your state or region.
- 2. Market Research:** Study the local real estate market to understand trends, pricing, and target areas for your services.
- 3. Branding:** Develop a brand identity that aligns with your values and appeals to your target audience.
- 4. Networking:** Join local real estate associations and attend events to build connections with other agents, brokers, and potential clients.
- 5. Online Presence:** Create a professional website and active social media profiles to showcase properties and connect with potential buyers.
- 6. Client Base:** Start by helping friends, family, or church members with their real estate needs to build your client base.
- 7. Continuous Education:** Stay updated on real estate laws, market trends, and best practices through ongoing education and training.
- 8. Community Engagement:** Use your real estate work as an opportunity to engage with the community, hosting open houses or community events.

## Freelance or Consulting Business

- 1. Skills Inventory:** Assess your skills and expertise to determine which services you can offer as a freelancer or consultant.
- 2. Niche Selection:** Choose a niche where you have the most experience and where there is demand for your services.
- 3. Portfolio Development:** Create a portfolio showcasing your past work, testimonials, and case studies.
- 4. Business Structure:** Register your business, choose a legal structure, and obtain any necessary licenses or certifications.
- 5. Client Outreach:** Start reaching out to potential clients through networking, LinkedIn, and industry events.
- 6. Online Presence:** Build a professional website and optimize your LinkedIn profile to attract clients.
- 7. Service Packages:** Develop service packages with clear pricing to make it easier for clients to understand what you offer.
- 8. Time Management:** Develop a system for managing your time effectively to balance client work with church planting responsibilities.

## Tutoring or Educational Services

1. **Subject Expertise:** Identify the subjects or skills you are most qualified to teach or tutor.
2. **Certification:** Obtain any necessary certifications or licenses required to offer tutoring or educational services in your area.
3. **Curriculum Development:** Develop lesson plans and materials tailored to different learning styles and needs.
4. **Marketing Strategy:** Create a marketing plan that includes online advertising, community outreach, and partnerships with schools.
5. **Client Acquisition:** Start by offering free or discounted sessions to build a client base and gather testimonials.
6. **Scheduling System:** Implement a scheduling system that allows you to manage your time effectively between tutoring and church activities.
7. **Group Classes:** Consider offering group classes or workshops to increase your reach and income potential.
8. **Continuous Improvement:** Seek feedback from students and parents to continuously improve your services and adapt to new educational trends.

## Home Services (Handyman, Landscaping, Cleaning)

1. **Skill Assessment:** Identify the specific services you are skilled at and can offer reliably.
2. **Licensing and Insurance:** Obtain any necessary licenses, certifications, and insurance required for your services.
3. **Tools and Equipment:** Invest in the necessary tools and equipment to provide high-quality services.
4. **Pricing Strategy:** Develop a pricing strategy that reflects your skill level and the market rates in your area.
5. **Marketing Materials:** Create flyers, business cards, and a website to promote your services in the local community.
6. **Client Acquisition:** Start by offering your services to friends, family, and church members, and ask for referrals.
7. **Online Reviews:** Encourage satisfied clients to leave reviews online to build your reputation.
8. **Service Expansion:** As your business grows, consider expanding your service offerings or hiring additional staff to meet demand.

## Retail Business (Online or Local)

1. **Product Selection:** Decide on the products you want to sell, focusing on a niche that aligns with your interests and market demand.
2. **Business Plan:** Develop a detailed business plan that includes inventory management, pricing, and marketing strategies.
3. **Supplier Relationships:** Establish relationships with reliable suppliers to ensure consistent product quality and availability.
4. **E-commerce Platform:** Set up an online store using platforms like Shopify, Etsy, or Amazon, if starting an online business.
5. **Branding:** Develop a unique brand identity that resonates with your target audience.
6. **Marketing Strategy:** Create a marketing plan that includes social media, email marketing, and local advertising.
7. **Inventory Management:** Implement an inventory management system to track stock levels and manage reordering.
8. **Customer Service:** Develop a customer service strategy to handle inquiries, returns, and build customer loyalty.

## Health and Wellness Coaching

1. **Certification:** Obtain relevant certifications in health coaching, nutrition, or fitness.
2. **Niche Identification:** Determine your niche (e.g., weight loss, mental wellness, spiritual health) and target audience.
3. **Program Development:** Create coaching programs that include structured plans, resources, and support mechanisms for clients.
4. **Website and Online Presence:** Build a professional website to promote your services and share testimonials and success stories.
5. **Marketing Strategy:** Use social media, content marketing, and partnerships with local gyms or health food stores to attract clients.
6. **Client Acquisition:** Offer free workshops, webinars, or initial consultations to attract potential clients.
7. **Scheduling System:** Implement a scheduling and client management system to keep track of appointments and progress.
8. **Community Involvement:** Offer your coaching services to church members or local community groups to build relationships and gain referrals.

## Nonprofit Organization

1. **Mission and Vision:** Clearly define the mission and vision of your nonprofit and how it aligns with your church planting efforts.
2. **Legal Formation:** Register your nonprofit, obtain 501(c)(3) status (if in the U.S.), and comply with local regulations.
3. **Board of Directors:** Assemble a board of directors who are passionate about your cause and can provide governance and support.
4. **Fundraising Strategy:** Develop a fundraising plan that includes grants, donations, events, and other revenue streams.
5. **Program Development:** Design programs or services that address the needs of your target population and fulfill your mission.
6. **Community Partnerships:** Build partnerships with other organizations, churches, and businesses to expand your reach and impact.
7. **Volunteer Recruitment:** Develop a volunteer program to engage your community.

## Artisan Crafts or Handmade Goods

1. **Skill Refinement:** Hone your crafting skills and develop a unique product line that differentiates you from other artisans in the market.
2. **Market Research:** Identify your target audience and research the demand for your products both locally and online.
3. **Branding and Packaging:** Create a strong brand identity, including a logo, packaging, and brand story that resonates with your customers.
4. **Online Presence:** Set up an online store on platforms like Etsy, Shopify, or your own website, and optimize it for search engines.
5. **Local Markets and Craft Fairs:** Participate in local craft fairs, farmers' markets, and pop-up shops to gain exposure and build a local customer base.
6. **Social Media Marketing:** Use social media platforms like Instagram, Pinterest, and Facebook to showcase your products, share behind-the-scenes content, and engage with potential customers.

- 7. Inventory Management:** Implement an inventory tracking system to manage materials, finished products, and shipping supplies.
- 8. Customer Engagement:** Collect customer feedback, offer personalized experiences, and build a loyal customer base through excellent service and quality products.

## Fitness Trainer or Yoga Instructor

- 1. Certification:** Obtain the necessary certifications for personal training, yoga instruction, or other fitness specialties.
- 2. Niche Focus:** Identify your niche (e.g., weight loss, strength training, yoga for stress relief) and tailor your services to meet the needs of your target market.
- 3. Program Development:** Develop a range of classes, programs, or packages that cater to different fitness levels and goals.
- 4. Facility and Equipment:** Decide whether you'll operate out of a gym, studio, or offer mobile services. Purchase or rent the necessary equipment.
- 5. Marketing Strategy:** Use a mix of online marketing (social media, website, email campaigns) and local advertising (flyers, partnerships with local businesses) to attract clients.
- 6. Community Building:** Host free community fitness classes or wellness workshops to build relationships and introduce people to your services.
- 7. Client Management:** Implement a scheduling and payment system to manage client appointments and track their progress.
- 8. Continuing Education:** Stay updated on fitness trends, new techniques, and continue your education to offer the best possible service to your clients.

## Mobile Food Truck

- 1. Concept Development:** Decide on the type of cuisine or specialty food you will offer and develop a unique brand that stands out in the market.
- 2. Business Plan:** Create a detailed business plan that covers startup costs, target locations, pricing, and marketing strategies.
- 3. Licensing and Permits:** Obtain the necessary health permits, food truck licenses, and any other legal requirements in your area.
- 4. Truck Acquisition:** Purchase or lease a food truck, and outfit it with the necessary kitchen equipment and branding.
- 5. Menu Development:** Create a menu that is easy to prepare in a mobile kitchen and appeals to your target market.
- 6. Location Strategy:** Identify the best locations for your food truck, such as busy urban areas, business districts, or events, and establish a schedule.
- 7. Marketing and Social Media:** Use social media to announce your locations, daily specials, and engage with your customer base. Consider offering a loyalty program.
- 8. Community Engagement:** Partner with local events, festivals, and community gatherings to increase visibility and connect with potential church members.